

Eco-Friendly Labels Market Forecasts to 2030 – Global Analysis By Label Type (Pressure Sensitive Labels, Shrink Labels, Stretch Labels and Other Label Types), Material (Paper and Plastic), Printing Technology, End User and By Geography

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Abstracts

According to Statistics MRC, the Global Eco-Friendly Labels Market is accounted for \$1.6 billion in 2024 and is expected to reach \$2.4 billion by 2030 growing at a CAGR of 7% during the forecast period. Certifications and markings that attest to a product's environmental sustainability and adherence to particular ecological standards are known as eco-friendly labels. They signal that a product meets certain sustainability standards, considering factors like materials, production, and disposal. These labels help consumers make informed choices and promote environmentally responsible products.

According to Avery Dennison, there was a 40% surge in demand for recycled label materials since 2023.

Market Dynamics:

Driver:

Rising consumer awareness

Rising consumer awareness about environmental issues is driving the demand for eco-friendly labels. Consumers are increasingly prioritizing sustainable products and packaging, compelling businesses to adopt environmentally friendly labeling solutions. Eco-friendly labels, made from recyclable or biodegradable materials, align with these

preferences and enhance brand reputation. Additionally, stringent government regulations on plastic waste and non-recyclable materials further propel the adoption of such labels across industries, fostering market growth.

Restraint:

Performance concerns

Performance concerns regarding eco-friendly labels act as a restraint to market growth. These labels may lack the durability, adhesive strength, or resistance to environmental factors like moisture and temperature compared to conventional labels. Such limitations can hinder their application in certain industries, including food packaging and logistics.

Opportunity:

Advancements in materials science and printing technology

Advancements in materials science and printing technology present significant opportunities for the eco-friendly labels market. Innovations such as water-based adhesives, biodegradable materials, and digital printing enhance the functionality and aesthetics of eco-friendly labels. These developments improve durability, reduce production costs, and enable customization, making them more appealing to businesses. Such advancements also expand across diverse sectors, including food & beverages, cosmetics, and pharmaceuticals.

Threat:

Higher costs

Higher costs associated with eco-friendly labels pose a threat to market growth. The use of sustainable raw materials and advanced production processes often results in increased manufacturing expenses compared to traditional labels. These costs can deter small- and medium-sized enterprises from adopting eco-friendly labeling solutions. To mitigate this threat, manufacturers must focus on achieving economies of scale and reducing production costs through technological advancements.

Covid-19 Impact:

The Covid-19 pandemic had a mixed impact on the eco-friendly labels market. While

disruptions in supply chains initially slowed production, the growing emphasis on sustainability during the pandemic boosted demand for eco-friendly packaging solutions. Consumers became more conscious of environmental issues, driving businesses to adopt green labeling practices. However, economic uncertainties led some companies to prioritize cost-cutting over sustainability initiatives, slightly hindering market growth.

The pressure sensitive labels segment is expected to be the largest during the forecast period

The pressure sensitive labels segment is expected to account for the largest market share during the forecast period due to its versatility and ease of application across various industries. These labels adhere without requiring heat or water, making them suitable for diverse surfaces like glass, plastic, and metal. Their ability to accommodate eco-friendly materials while maintaining strong adhesion further enhances their appeal in sustainable packaging solutions.

The digital printing segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the digital printing segment is predicted to witness the highest growth rate due to its ability to produce high-quality eco-friendly labels with minimal waste. This technology supports customization and short-run production while reducing energy consumption compared to traditional methods. Its compatibility with sustainable materials makes it an ideal choice for businesses aiming to adopt green labeling practices.

Region with largest share:

During the forecast period, North America is expected to hold the largest market share owing to its strong regulatory framework promoting sustainability and widespread adoption of green packaging solutions by major industries. The region's advanced technological infrastructure supports innovations in eco-friendly label production. Additionally, growing consumer demand for environmentally responsible products drives market growth in North America.

Region with highest CAGR:

Over the forecast period, Asia Pacific is anticipated to exhibit the highest CAGR due to

rapid industrialization and increasing awareness about sustainability among consumers and businesses. Governments in countries like China and India are implementing strict regulations on plastic waste management, encouraging the adoption of eco-friendly labeling solutions. The region's expanding e-commerce sector further boosts demand for sustainable packaging materials like eco-friendly labels.

Key players in the market

Some of the key players in Eco-Friendly Labels Market include SATO Holdings Corporation, CCL Industries, Weber Packaging Solutions, HERMA Labels, Zebra Technologies Corporation, Elevate Packaging Inc., Avery Dennison Corporation, Smurfit Kappa, Blair Labeling Inc., Crown Labels Mfg. Co. Ltd., Genesis Patterns, Paramount Labels, inkREADible Labels Limited, The Label Makers Ltd, Hally Labels, Labels Plus, WEAVABEL LTD and Interfas.

Key Developments:

In May 2024, CCL Industries Inc. ("the Company"), a world leader in specialty label, security and packaging solutions for global corporations, government institutions, small businesses and consumers, announced it has signed a binding agreement to acquire the remaining 50% equity interest in its Middle East joint venture, Pacman-CCL ("PCCL"), from its partner, Albwardy Investment LLC headquartered in Dubai. PCCL operates manufacturing facilities in the United Arab Emirates, Oman, Egypt, Saudi Arabia and Pakistan. The transaction is expected to close this summer, subject to local regulatory procedures in the jurisdictions.

In April 2024, Zebra Technologies Corporation (NASDAQ: ZBRA), a leading digital solution provider enabling businesses to intelligently connect data, assets, and people, today announced the launch of its Sustainability Partner Recognition Program to acknowledge channel partners who implement Zebra solutions to achieve sustainable outcomes. The new program is open to all Zebra PartnerConnect hardware and ISV partners globally.

In February 2022, the creative, innovative and driven team at Blair Labeling is thrilled to announce a recent rebrand to Impression Label. Since 1986, Blair Labeling has been providing quality, rapid printing turnaround times and incredible customer service to the people of Colorado. Blair Labeling's recent merger with Buckley Graphics will allow the company access to cutting edge technology and to become a leader in innovative designs as a unified company.

Label Types Covered:

Pressure Sensitive Labels

Shrink Labels

Stretch Labels

Wet Glue Labels

Other Label Types

Materials Covered:

Paper

Plastic

Printing Technologies Covered:

Flexography

Digital Printing

Gravure

Screen Printing

Offset Printing

End Users Covered:

Food and Beverage

Personal Care and Cosmetics

Pharmaceuticals

Household Products

Industrial Products

Other End Users

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2022, 2023, 2024, 2026, and 2030
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment

Opportunities, and recommendations)

- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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